

WHAT IS CLAIMED IS:

1. A method for location enabling of user's profile information in an external database comprising:

storing a compact definition of a schema of an external database, wherein the

5 external database comprises a user's profile information;

storing data source information that describes how to connect and communicate with the external database;

storing a structured query language (SQL) statement that, upon execution, extracts properties from the external database corresponding to the compact definition;

10 storing a foreign key that identifies a record in the external database;

storing positional information for the record in the external database as a geocoding index; and

providing access to the user's profile information using the stored compact definition, data source information, SQL statement, foreign key, and positional

15 information.

2. The method of claim 1 wherein the compact definition of the schema comprises a name of one or more attributes, a type for each attribute, and a constraint for each attribute.

3. The method of claim 1 wherein the foreign key is stored in a location based services database.

4. The method of claim 1 further comprising extracting the positional information from the external database.

5. The method of claim 1 wherein the positional information is stored in a location based services database.

6. The method of claim 1 wherein the positional information is used to determine a record in the external database for which additional information is to be retrieved.

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7. The method of claim 1 further comprising comparing the positional information to a location of a user's mobile device to provide customized services to the user.

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8. The method of claim 1 wherein the foreign key and positional information are stored in a row of a table.

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9. The method of claim 1 wherein the access is provided in an application programming interface (API).

10. The method of claim 1 wherein the access is provided by utilizing the foreign key in the SQL statement in accordance with the data source information.

11. The method of claim 1 wherein the user's profile information comprises personal information of the user.

12. The method of claim 1 wherein the user's profile information comprises preferences of the user.

13. The method of claim 1 wherein the foreign key and positional information are obtained when deploying a bridge that provides access to the profile information.

14. The method of claim 1 wherein whether a location of the user profile information is stored internally or externally is transparent to an application utilizing the user profile information.

15. An apparatus for location enabling user profile information in an external database, comprising:

(a) a computer having a memory attached thereto, wherein the computer is configured to communicate with an external database that comprises a user's profile information;

(b) a location based services (LBS) database stored in the memory on the computer;

(c) an LBS application executing on the computer, wherein the LBS application is configured to:

- (i) store a compact definition of a schema of the external database;
- (ii) store data source information that describes how to connect and communicate with the external database;
- (iii) store an SQL statement that, upon execution, extracts properties from the external database corresponding to the compact definition;
- (iv) store, in the LBS database, a foreign key that identifies a record in the external database;
- (v) store, in the LBS database, positional information for the record in the external database as a geocoding index; and
- (vi) provide access to the user's profile information using the compact definition, data source information, SQL statement, foreign key, and positional information.

16. The apparatus of claim 15 wherein the compact definition of the schema comprises a name of one or more attributes, a type for each attribute, and a constraint for each attribute.

17. The apparatus of claim 15 wherein the LBS application is further configured to extract the positional information from the external database.

18. The apparatus of claim 15 wherein the positional information is used to determine a record in the external database for which additional information is to be retrieved.

19. The apparatus of claim 15 wherein the positional information is compared to a location of a user's mobile device to provide customized services to the user.

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20. The apparatus of claim 15 wherein the foreign key and positional information are stored in a row of a table.

21. The apparatus of claim 15 wherein the access is provided in an application programming interface (API).

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22. The apparatus of claim 15 wherein the access is provided by utilizing the foreign key in the SQL statement in accordance with the data source information.

23. The apparatus of claim 15 wherein the user's profile information comprises personal information of the user.

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24. The apparatus of claim 15 wherein the user's profile information comprises preferences of the user.

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25. The apparatus of claim 15 wherein the foreign key and positional information are obtained when deploying a bridge that provides access to the profile information.

26. The apparatus of claim 15 wherein whether a location of the user profile information is stored internally or externally is transparent to an application utilizing the user profile information.

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27. An article of manufacture comprising a program storage medium readable by a computer and embodying one or more instructions executable by the computer to perform a method for location enabling user profile information in a computer system, the method comprising:

10 storing a compact definition of a schema of an external database, wherein the external database comprises a user's profile information;

storing data source information that describes how to connect and communicate with the external database;

15 storing a structured query language (SQL) statement that, upon execution, extracts properties from the external database corresponding to the compact definition;

storing a foreign key that identifies a record in the external database;

storing positional information for the record in the external database as a geocoding index; and

20 providing access to the user's profile information using the stored compact definition, data source information, SQL statement, foreign key, and positional information.

28. The article of manufacture of claim 27 wherein the compact definition of

the schema comprises a name of one or more attributes, a type for each attribute, and a constraint for each attribute.

29. The article of manufacture of claim 27 wherein the foreign key is stored
5 in a location based services database.

30. The article of manufacture of claim 27 wherein the method further
comprises extracting the positional information from the external database.

10 31. The article of manufacture of claim 27 wherein the positional
information is stored in a location based services database.

32. The article of manufacture of claim 27 wherein the positional
information is used to determine a record in the external database for which additional
15 information is to be retrieved.

33. The apparatus of claim 15 wherein the method further comprises
comparing the positional information to a location of a user's mobile device to provide
customized services to the user.
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34. The article of manufacture of claim 27 wherein the foreign key and
positional information are stored in a row of a table.

35. The article of manufacture of claim 27 wherein the access is provided in an application programming interface (API).

36. The article of manufacture of claim 27 wherein the access is provided by
5 utilizing the foreign key in the SQL statement in accordance with the data source information.

37. The article of manufacture of claim 27 wherein the user's profile
information comprises personal information of the user.
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38. The article of manufacture of claim 27 wherein the user's profile
information comprises preferences of the user.

39. The article of manufacture of claim 27 wherein the foreign key and
15 positional information are obtained when deploying a bridge that provides access to the profile information.

40. The article of manufacture of claim 27 wherein whether a location of the
user profile information is stored internally or externally is transparent to an application
20 utilizing the user profile information.